River Campus Libraries Marketing Toolkit

The River Campus Libraries is transforming into a 21st century collaborative hub of innovation. Throughout this process, the need to increase awareness of the libraries' value and impact becomes ever more imperative. This document provides tools, tips, and guidelines that will help you promote news and events, as well as the libraries' resources and services, among internal and external audiences. This toolkit will be updated on a regular basis as new technologies and methods for promotion become available.

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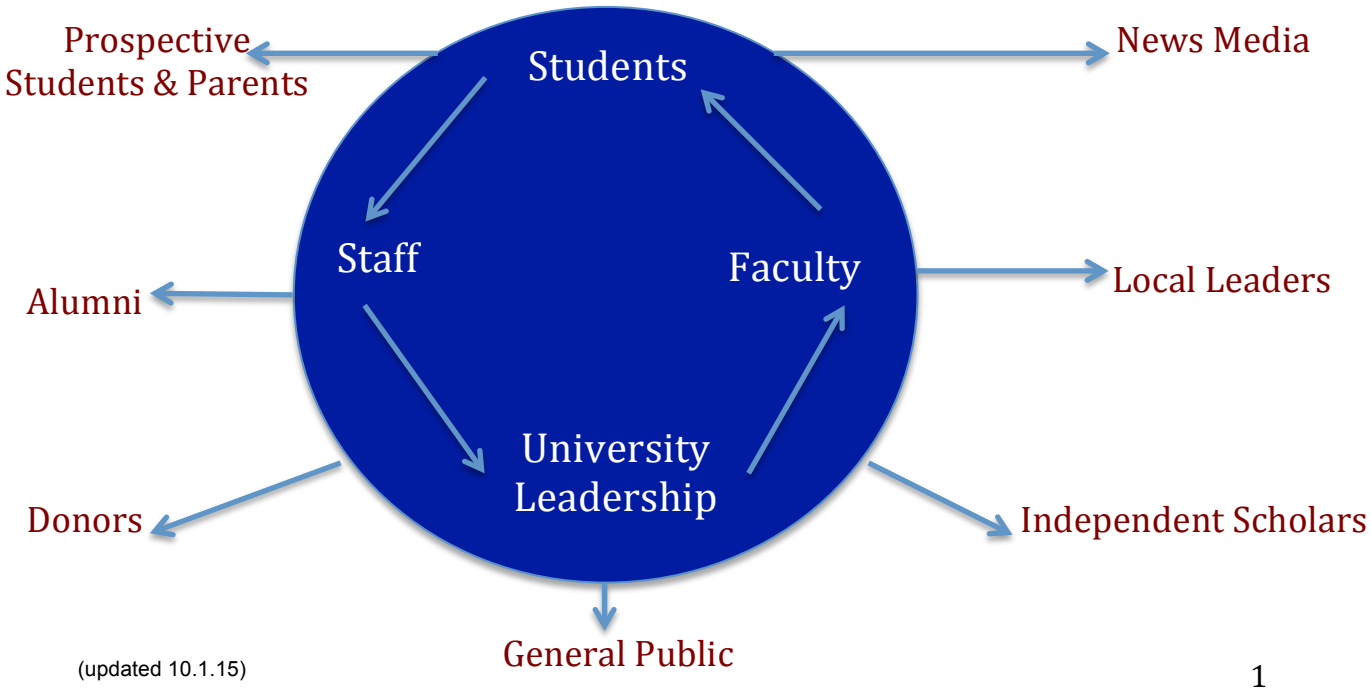
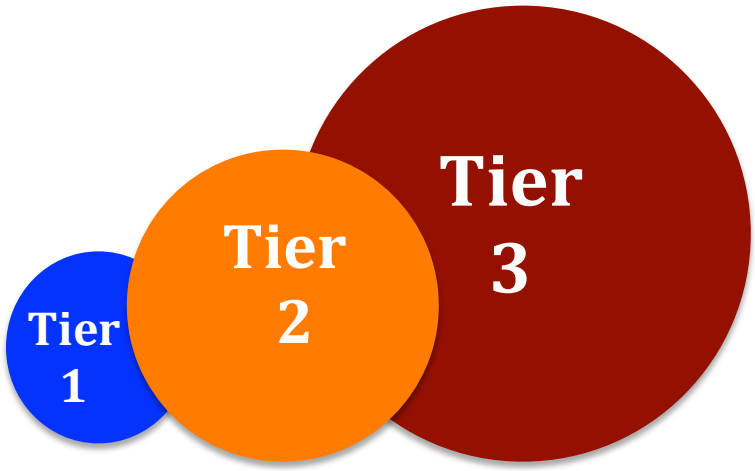
A. Getting Started

Steps 1 and 2: What do you want to communicate and Who is your target audience?

As you start planning how to promote your news/event, identify the audience you would like to reach. Is your audience students, staff, faculty, University leadership, or the general public? Is your news or event intended for more than one audience?



By identifying your target audience, you can determine under which "publicity tier" your news/event falls.



Tier 1:

- The news/event is intended for the University community only; and
- The news/event relates only to RCL programs or services.

You can promote news/events that fall under Tier 1 without the direct involvement of the Communications Project Manager (CPM); *however, it is required that you send the content to the CPM for tracking purposes.*

Examples:

- Library Toolbox Workshops (Rush Rhees Outreach)
- Medieval Society Lectures (Robbins)
- Study Breaks (Rush Rhees, Carlson)

Tier 2:

- The news/event is intended for the University community only;
- The libraries are promoting the news/event in collaboration with another unit or department on campus; or
- The news/event directly relates to a UR strategic priority.

You can craft messages for news/events that fall under Tier 2 and submit them to the Communications Project Manager for approval. You handle the dissemination of the content after it is approved.

Examples:

- Dryad Data Repository Vouchers/Information Session (UR priority)
- Budget Like A Boss (collaboration w/ Office of Financial Aid)
- Club Rochester (collaboration w/ SUBS, etc.)

Tier 3:

- The news/event is intended for an external audience, or for both the University community and an external audience;
- The news/event has the potential to attract media coverage;

- The news/event is an exhibition in Rare Books, Special Collections & Preservation or the Rossell Hope Robbins Library; or
- The news/event involves a project in the Digital Humanities Center.

You will assist the Communications Project Manager in crafting promotional messages for news/events that fall under Tier 3. The CPM is responsible for the distribution of the messages.

Examples:

- Neilly Series Lectures (internal/external, media)
- Human Library (internal/external, media)
- *Acquiring Minds* Exhibition (internal/external, media, RBSC)

Step 3: How should you craft and send your message?

a. Writing Copy

As you draft your content, remember:

- **to use the phrase, "River Campus Libraries."**

  "River Campus Libraries" is our brand. The individual libraries are buildings. The River Campus Libraries offer resources and services and host events within Rush Rhees, Carlson, POA, etc. It is important to make this distinction in your messages.

  Example: *"Do you want to learn how to create your own webpages using WordPress? The River Campus Libraries can help! Register for next Friday's WordPress workshop in Rush Rhees Library."*

- **to tell your audience what the libraries can do for them**.

  The libraries' mission is to provide patrons with excellent service. How can your event make their lives easier and better? Give them the answer in your message.

  Example: *"Need a break from studying? Join the River Campus Libraries for a chamber music concert in Rush Rhees. Enjoy some music and grab some coffee before the next all-nighter."*

- **to use an attention-grabbing headline.**

  Grab your audience's attention right away with an interesting or customer service-themed headline.

  Example: *"Seniors: View Campus from the Top of Rush Rhees!"* or *"Submit Your Research to the Dryad Repository for Free."*

- **show, don't tell.**

  Whenever possible, use a "packaged" approach when creating your content. If you have photos, video clips, or web links that relate to your event, work them into your message.

Example: "*You are cordially invited to join the River Campus Libraries for the March Neilly Series lecture presented by Robert James Miller…In conjunction with Professor Miller's lecture, the Department of Rare Books, Special Collections & Preservation has curated a pop-up exhibit featuring items from the collections that relate to Native American culture. You can preview the exhibit here."*

- **to use the Media Release Form (in Box) if you are taking photos or shooting video of participants.***

  As a general rule, a media release form is required when taking photos or shooting video of participants.*

  *During large, well-attended events on campus, University Communications requires that you announce that photos will be taken and/or video will be recorded and posted on websites, social media channels, etc. Following such an announcement, regular wide shots and close-ups of participants are allowed (unless the individuals indicate otherwise) and do not require signed forms. Participants at such events are only required to sign the Media Release Form if they are "featured" in some way. For instance, if you interview an individual and plan to post his or her photo/video on the web, that individual must sign a form.

  The form is absolutely mandatory when:**
  - taking photos or shooting video of minors;
  - taking photos or shooting video at library-related events off campus (i.e. Human Library). It is often easiest to include the form with registration materials or at a sign-in table.

  **If you are unable to obtain signed forms from participants in either of these cases, you may not use the photos or videos in which they are featured. There is no exception to this rule.

- **to consult the University's Style Guide.**

  This document offers tips on capitalization, abbreviation, how to format titles and names, and when and how to use University logos.

  Please note that the University has a strict policy about the creation of logos. Please contact Steve Reynolds (Art Director in Creative Services) at 275-8151 or sreynolds@admin.rochester.edu if you are interested in creating a logo.

- **to proofread.**

  Use spellcheck. Ask a colleague to read over your message, or read it aloud to ensure it flows well.

- **your target audience will determine your style of writing.**

  Messages for students and library staff will be crafted differently than those intended for faculty, University leadership, and the public. All messages should convey value and impact (what can the libraries do for you?).
  Messages for students and library staff should be conversational:
  - Grab their attention
  - Ask questions
  - Make a call to action
  - Use phrases like "check this out," "take a look at this," "join us," and "don't miss…"

  Example: *"Congratulations, seniors! Before you leave the University, view campus from the top of Rush Rhees Library"* or *"Do you want to learn how to create your own webpages using WordPress? The River Campus Libraries can help!"*

  Messages for faculty, University leadership, and the public should be more formal and information-driven.

  Example: "*The Neilly Series, sponsored by the River Campus Libraries, continues this evening with a presentation by Walter Stahr, the author of* Seward: Lincoln's Indispensable Man*. The lecture begins at 7 p.m. in the Hawkins-Carlson Room of Rush Rhees Library. Stahr is also scheduled to be a guest on WXXI's Connections with Evan Dawson today from 1 to 2 p.m. Listen to the program on 1370AM or online. The Emerson Foundation recently awarded River Campus Libraries a grant to digitize the Seward Family Archive. Several pieces from the collection—including diaries, letters, and photos—are currently on display in the first floor reference area of Rush Rhees Library."*

b. Selecting Publicity Vehicles

Use the Publicity Vehicles List (in Box) to select outlets for your messages. You can submit your content for publicity vehicles highlighted in blue and purple independently. If you would like to use publicity vehicles highlighted in red, please send your message to the Communications Project Manager, who will submit them for you.

Whenever you submit content to any outlet, please send a copy of your message, along with the vehicles you used, to the Communications Project Manager for tracking purposes.

RCL News and Events Page

If you would like to post your news/event to the RCL News and Events webpage, please send edited text and an image to your unit/department's designated web administrator:

- *Art/Music Library: Marc Bollmann*
- *Carlson Library: Lindsey Rae*
- *Digital Humanities Center: Lisa Wright*

- *POA Library: Jeffrey Jones*
- *Rare Books & Special Collections: Travis Johansen*
- *Robbins Library: Rosemary Paprocki*
- *Rush Rhees Outreach: Mari Tsuchiya*
- *Miscellaneous: Sarah Thornton (backup)*

RCL Social Media

Please work with the account administrators listed below to post content to Facebook, Twitter, Flickr, and YouTube.

- Facebook
  - River Campus Libraries
    - Marc Bollmann, Sue Cardinal, Tom Clifford, Eileen Daly-Boas, Nora Dimmock, Rose Flickner, Stephanie Frontz, Diana Golemb, Zari Kamarei, Rochelle Mazar, Melissa Mead, Todd Smith, Mari Tsuchiya, Alan Unsworth, Melinda Wallington
  - Rossell Hope Robbins Library
    - Rose Paprocki
- Twitter
  - Solomon Blaylock, Marc Bollmann, Tom Clifford, Eileen Daly-Boas, Tylzer Dzuba, Travis Johansen, Zari Kamarei, Rochelle Mazar, Melissa Mead, Melinda Wallington, Lisa Wright
- Flickr
  - Sue Cardinal
- YouTube
  - Rochelle Mazar

Step 4: How do you measure the effectiveness of your message?

- When including web links in your messages, please use bitly.com to shorten the links. The libraries' Bitly account allows us to track click rates. The username and password are included in the Links section of this toolkit.
- Please send copies of the content you have distributed, along with a list of vehicles you used, to the Communications Project Manager.
- When hosting events, please consider asking attendees to fill out the customizable Evaluation Form (in Box).
- The Communications Project Manager will track stats, metrics, and success rates monthly.

B. River Campus Libraries Graphic Identity and Images

RCL Word Mark
The RCL has a word mark that can be used in web and print materials. It can also be used on clothing, giveaways etc. Three versions of the word mark are available (white, black, and blue) in png and eps files.

There are a number of rules regarding how the RCL word mark can be used:

1. **The word mark does not replace the University logo; it must be used in conjunction with it**.
    a. The word mark and the logo cannot be attached to each other.
    b. The word mark and the logo can appear next to each other as long as there is a space between them.
    c. Creative Services recommends that the word mark and the logo appear:
        i. on opposite sides of a document/postcard/brochure.
        ii. on opposite ends (right/left; top/bottom) of the same page of a website/document/postcard/brochure.

2. **Think of the word mark as the "title" of a brochure, webpage, etc.**
    a. The word mark can be larger than the University logo.

3. **Use the word mark on:**
    a. RCL webpages
    b. Tchotchkes, as long as the words in the word mark and the UR logo are legible
    c. Print media: brochures, postcards, posters, bookmarks, etc.

4. **Do NOT use the word mark:**
    a. As a social media icon
    b. On University letterhead
    c. On business cards and formal name badges
        i. The University logo must be used on business cards and formal name badges. If you want to include "River Campus Libraries," the words must be typed out in full.

If you have questions regarding using the word mark, please contact Steve Reynolds (Art Director, Creative Services) at 275-8151 or sreynolds@admin.rochester.edu.

University Logo
Different versions of the University logo can be downloaded here. Please read the guidelines before use.

Cumulus
Cumulus is the University's photo database. All of the images are owned by the University. If you need a stock image for a web story or a digital sign, feel free to download one from Cumulus. This web application does not require a username or password (just click "Login.").

C. Resources

The following resources are available in the Marketing Toolkit folder in Box:

- RCL Internal Communications Plan
- RCL Marketing Toolkit

- Publicity Vehicles
  - University Communications Resource Guide
  - MCLS Distribution Form
  - Publicity Vehicles List
  - Managing the RCL News and Events Page

- RCL Word Mark
  - Using the RCL Word Mark (instructions)
  - White, black, and blue png and eps versions of the word mark

- Digital Signage Instructions
  - DS Submission Instructions
  - Image Sizing Guidelines

- Media Release Form
  - When to Use a Media Release Form (instructions)
  - Media Release Form

- Event Evaluation Form

- Power Point Templates
  - RCL Power Point Template
  - UR Power Point Template

- Letterhead
  - Saving Instructions
  - RCL Letterhead
  - Rush Rhees Letterhead
  - Carlson Letterhead
  - POA Letterhead

D. Web Links

- University of Rochester Style Guide
  http://www.rochester.edu/news/styleguide/capitals.html

- University of Rochester Graphic Identity Standards
  http://www.rochester.edu/creativeservices/graphicstandards/

- River Campus Libraries News and Events Webpage
  http://www.library.rochester.edu/news-and-events

- Bitly.com (username: rclsocialmedia; password: 755LibraryRd)
  https://bitly.com/

- River Campus Libraries Digital Signage Submission Form
  https://www.library.rochester.edu/form/signage

- Digital Signage Content Submission Guide
  http://www.library.rochester.edu/digital-signage#content-submission-guide

- River Campus Libraries Social Media Pages
  - Facebook
    - River Campus Libraries
    - https://www.facebook.com/rivercampuslibraries

    - Rossell Hope Robbins Library
      https://www.facebook.com/pages/Rossell-Hope-Robbins-Library-University-of-Rochester/49612243190

  - Twitter
    @RCLibraries
    https://twitter.com/rclibraries

  - Flickr
    https://www.flickr.com/people/carlsonlibrary/

  - YouTube
    http://www.youtube.com/user/RCLibraries

- Cumulus (no user name or password required)
  http://cumulus-03.its.rochester.edu:8080/sites/

- Business Card Templates
  http://www.rochester.edu/creativeservices/graphicstandards/stationery.html